Chapter 3: Linear Regression

Linear regression is a simple approach for supervised learning when the response is quantitative. Linear regression has a long history and we could actually spend most of this semester talking about it.

Although linear regression is not the newest, shiniest thing out there, it is still a highly used technique out in the real world. It is also useful for talking about more modern techniques that are **generalizations** of it.

We will review some key ideas underlying linear regression and discuss the least squares approach that is most commonly used to fit this model.

Linear regression can help us to answer the following questions about our Advertising data:

- 1. (Sthere a relationship between advertising and sules i.e. should people spend morey on ads?
- 2. How strong is that relationship? i.e. how well can we predict sales based on ads?
- 3. Which redia contribute To sales?
- 4. How accurately can we predict the effect of each medium on soles?
- 5. How accurately can be predict sales?
- 6. Is the relationship linear?
- 7. Is there synergy among adversify hedia? i.e. is \$50k on TV and \$50k on radio better than \$100k on redio on TV alone?

1 Simple Linear Regression

Simple Linear Regression is an approach for prediction a quantitative response Y on the basis of a single predictor variable X.

It assumes:

Which leads to the following model:

$$Y = \beta_0 + \beta_1 X + \Sigma$$

$$\varepsilon \sim N(0, 6^2)$$

For example, we may be interested in regressing sales onto TV by fitting the model

Once we have used training data to produce estimates $\hat{\beta}_0$ and $\hat{\beta}_1$, we can predict future sales on the basis of a particular TV advertising budget.

$$y' = \beta_0 + \beta_1 (x)$$

perticular
prediction of
soles

1.1 Estimating the Coefficients

In practice, β_0 and β_1 are **unknown**, so before we can predict \hat{y} , we must use our training data to estimate them.

"fit he model" "train the model" training

Let $(x_1, y_1), \ldots, (x_n, y_n)$ represent *n* observation pairs, each of which consists of a measurement of *X* and *Y*.

In advertisity duta: X = TV ad budget Y = sale: N = 200 observations

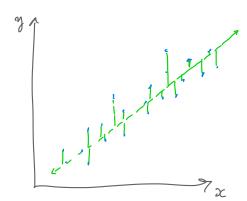
Goal: Obtain coefficient estimates $\hat{\beta}_0$ and $\hat{\beta}_1$ such that the linear model fits the available data["] well."

i.e.
$$\gamma_i \approx \beta_0 + \beta_1 \supset C_i$$
 for $i = 1, ..., n$

We want to find an intrapt fo and slope first. The resulting line is "close" to the n=200 points.

The most common approach involves minimizing the least squares criterion. We will talk about other

Let
$$\hat{y_i} = \hat{\beta}_0 + \hat{\beta}_i x_i$$
 prediction for \hat{y} based on $i^{n_i} \hat{v} dvc of \hat{x}$.
 $e_i^{\circ} = \hat{y_i} - \hat{y_i}^{\circ}$ i^{th} residual.
 $RSS = e_i^2 + \dots + e_n^2$ residual sum of squares.
choose $\hat{\beta}_0$ and $\hat{\beta}_i^{\uparrow}$ to minimize RSS.



The least squares approach results in the following estimates:

$$\hat{\beta}_{1} = \underbrace{\frac{\dot{\Sigma}}{\tilde{\lambda}_{i}} (x_{i} - \bar{\chi})(y_{i} - \bar{y})}_{\tilde{\lambda}_{i}} \\ \hat{\beta}_{0} = \underbrace{\bar{\chi}}_{\eta} - \hat{\beta}_{i} \bar{\chi}$$

using calculus, set To O, solve take derivatives, set To O, solve for Bo col BI

where
$$\overline{y} = \frac{1}{n} \sum_{i=1}^{n} \frac{x_i}{x_i}$$

We can get these estimates using the following commands in R and tidymodels:

```
library(tidymodels) ## load library
## load the data in
ads <- read_csv("../data/Advertising.csv", col_select = -1)</pre>
## fit the model
lm spec <- linear reg() |>
  set mode("regression") |>
  set_engine("lm")
                   OLS
slr fit <- lm spec >>
  fit(sales ~ TV, data = ads)
                           Especify deta frame.
            model formula
slr fit |>
                  YNX
  pluck ("fit") |> "regress y on X"
  summary()
##
## Call:
## stats::lm(formula = sales ~ TV, data = data)
##
## Residuals:
##
       Min
                1Q Median
                                 3Q
                                         Max
## -8.3860 -1.9545 -0.1913 2.0671
                                    7.2124
##
## Coefficients:
##
               Estimate Std. Error t value Pr(>|t|)
## (Intercept) 7.032594
                           0.457843
                                      15.36
                                               <2e-16 ***
## TV
                           0.002691
                                               <2e-16 ***
               0.047537
                                      17.67
## ___
## Signif. codes:
                   0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 3.259 on 198 degrees of freedom
## Multiple R-squared: 0.6119, Adjusted R-squared: 0.6099
## F-statistic: 312.1 on 1 and 198 DF, p-value: < 2.2e-16
```

the section of the

1.2 Assessing Accuracy

Recall we assume the *true* relationship between X and Y takes the form

Y = f(x) + E ~ men-zero random ferm.

If f is to be approximated by a linear function, we can write this relationship as worsput increase in Y associated u/1 and increase in Xwhich $y = \int_{0}^{u} + \beta_{i} X + E$ (atch all for what we miss u/1 the simple model in true relationship may not be linear to may be missing important variables that cause variables that cause variables that cause variables that cause variables that is and when we fit the model to the training data, we get the following estimate of the Population regression

population model

least equipes
$$\gamma = \hat{\beta}_0 + \hat{\beta}_1 X$$

like.

But how close this to the truth? Measure ω / standard error

$$\operatorname{Var}\left(\hat{\beta}_{0}\right) = \left[\operatorname{SE}\left(\hat{\beta}_{0}\right)\right]^{2} = \sigma^{2}\left[\frac{1}{n} + \frac{\overline{\chi}^{2}}{\sum_{i=1}^{n} (x_{i} - \overline{\chi})^{2}}\right]$$
$$\operatorname{Var}\left(\hat{\beta}_{1}\right) = \left[\operatorname{SE}\left(\hat{\beta}_{1}\right)\right]^{2} = \delta^{2}\left[\frac{1}{\sum_{i=1}^{n} (x_{i} - \overline{\chi})^{2}}\right]$$
$$= \operatorname{Var}\left(\hat{\beta}_{1}\right) = \left[\operatorname{SE}\left(\hat{\beta}_{1}\right)\right]^{2} = \delta^{2}\left[\frac{1}{\sum_{i=1}^{n} (x_{i} - \overline{\chi})^{2}}\right]$$

In general, (σ^2) is not known, so we estimate it with the *residual standard error*, $rac{RSE} = \sqrt{RSS/(n-2)}.$

I residual sum of squares.

We can use these standard errors to compute confidence intervals and perform hypothesis of Bo, Pi tests.

95% CI fr
$$\beta_i : \hat{\beta}_i \pm ase(\hat{\beta}_i)$$

for $\beta_o : \hat{\beta}_o \pm ase(\hat{\beta}_o)$

Hypothesis test:
Ho: there is no relationship between
$$X \notin Y \iff H_0: \beta_i = 0$$

Ha: there is a relationship between $X \notin Y \iff H_a: \beta_i \neq 0$.

?: Is $\hat{\beta}$, for enough away from 0 to be confident it is nonzero? How for is enough? depends on $SE(\hat{\beta},)$! $t = \frac{\hat{\beta}_r - 0}{SE(\hat{\beta}_r)} \sim t_{n-2} \implies small p-value means highly unlikely. The see this horn given Ho}$ $\Rightarrow reject Ho!$

Once we have decided that there is a significant linear relationship between X and Y that is captured by our model, it is natural to ask

To what extent does the model fit the data?

```
"goodness - of - fit"
```

The quality of the fit is usually measured by the residual standard error and the R^2 statistic.

RSE: Roughly speaking, the RSE is the average amount that the response will deviate from the true regression line. This is considered a measure of the *lack of fit* of the model to the data.

 R^2 : The RSE provides an absolute measure of lack of fit, but is measured in the units of Y. So, we don't know what a "good" RSE value is! R^2 gives the proportion of variation in Y explained by the model.

```
advertising
```

```
slr_fit |>
  pluck("fit") |>
  summary()
```

```
##
   Call: 4 \sim \chi
stats::lm(formula = sales ~ TV, data = data)
## Call:
##
##
## Residuals:
##
        Min
                   1Q Median
                                      3Q
                                              Max
                                                              Ho: βi=0 vs. Ha: βi≠0 i=0,1.
## -8.3860 -1.9545 -0.1913
                                2.0671
                                           7.2124
##
                             SE(Bi) i=0,1
## Coefficients: \hat{\rho}_{\sigma}, \hat{\rho}_{r}
                 (Estimate Std. Error t value Pr(>|t|)
##
## (Intercept) \7.032594
                               0.457843
                                            15.36
                                                      <2e-16 ***
                  0.047537
                               0.002691
                                            17.67
## TV
                                                      <2e-16 ***
##
                      0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
## Signif. codes:
                                      RSE
##
## Residual standard error: (3.259) on 198 degrees of freedom
## Multiple R-squared: 0.6119, Adjusted R-squared: 0.6099
## F-statistic: 312.1 on 1 and 198 DF, p-value: < 2.2e-16
                                    "B" = proportion of variability in Y explained by
a linear relationship "/ X.
```

2 Multiple Linear Regression

Simple linear regression is useful for predicting a response based on one predictor variable, but we often have **more than one** predictor. \checkmark

 $\zeta_{b}(\omega \pi^{0})^{*}$ We can give each predictor a separate slope coefficient in a single model.

$$\gamma = \rho_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_p X_p + \varepsilon$$

We interpret β_j as the "average effect on Y of a one unit increase in X_j , holding all other predictors fixed".

In our Advertising example,

2.1 Estimating the Coefficients

As with the case of simple linear regression, the coefficients $\beta_0, \beta_1, \ldots, \beta_p$ are unknown and must be estimated. Given estimates $\hat{\beta}_0, \hat{\beta}_1, \ldots, \hat{\beta}_p$, we can make predictions using the using fraining data. formula

$$\hat{\eta} = \hat{\beta}_0 + \hat{\beta}_1 \chi_1 + \hat{\beta}_2 \chi_2 + \dots + \hat{\beta}_p \chi_p$$

The parameters are again estimated using the same least squares approach that we saw in the context of simple linear regression.

```
# mlr_fit <- lm_spec |> fit(sales ~ TV + radio + newspaper, data = ads) 2 ways t
mlr_fit <- lm_spec |>
fit(sales ~ () data = ads) fit(sales ~ TV + radio + newspaper, data = ads) fit(sales ~ () data = ads)
     fit(sales \sim (), data = ads)
            Y a every other column.
                                  dota
  mlr fit |>
     pluck("fit") |>
     summary()
  ##
  ## Call:
  ## stats::lm(formula = sales ~ ., data = data)
  ##
  ## Residuals:
           Min
  ##
                      1Q Median
                                         3Q
                                                 Max
  ## -8.8277 -0.8908 0.2418
                                    1.1893
                                              2.8292
  ##
  ## Coefficients:
                     Estimate Std. Error t value Pr(>|t|)
  ##
                     2.938889
  ## (Intercept)
                                   0.311908
                                                9.422
                                                          <2e-16
· A1
  ## TV
                      0.045765
                                   0.001395
                                               32.809
                                                          <2e-16 ***
  ## radio
                      0.188530
                                   0.008611
                                               21.893
                                                          <2e-16 ***
                     -0.001037
                                   0.005871
                                               -0.177
                                                            0.86
  ## newspaper
  ##
  ## Signif. codes:
                         0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
  ##
  ## Residual standard error: 1.686 on 196 degrees of freedom
  ## Multiple R-squared: 0.8972, Adjusted R-squared: 0.8956
  ## F-statistic: 570.3 on 3 and 196 DF, p-value: < 2.2e-16
```

Now freekad

o vyp

2.2 Some Important Questions

When we perform multiple linear regression we are usually interested in answering a few important questions:

- 3. How well does model fit be data?
- 4. Giver a sit of predictor values, what response would we predict and how accurate is our prediction?

2.2.1 Is there a relationship between response and predictors?

We need to ask whether all of the regression coefficients are zero, which leads to the following hypothesis test.

$$H_0: \beta_1 = \beta_2 = \dots = \beta_p = 0$$

$$H_a: \text{ at least one } \beta_i \text{ is non-zero.}$$

This hypothesis test is performed by computing the F-statistic

Variance
explained by
$$F = \frac{(TSS - RSS)/p}{RSS/(n - p - 1)} \sim F_{p,n-p-1}$$

wariance
we comparison of the state of the

evidence against Ho, i.e. voidence thre is some relationship.

LASSO

2.2.2 Deciding on Important Variables

After we have computed the F-statistic and concluded that there is a relationship between predictor and response, it is natural to wonder

Which predictors are related to the response?

We could look at the *p*-values on the individual coefficients, but if we have many variables this can lead to false discoveries.

Instead we could consider variable selection. We will revisit this in Ch. 6.

2.2.3 Model Fit

Two of the most common measures of model fit are the RSE and R^2 . These quantities are computed and interpreted in the same way as for simple linear regression.

Be careful with using these alone, because R^2 will **always increase** as more variables are added to the model, even if it's just a small increase.

```
use fest data! Ch. 5
# model with TV, radio, and newspaper
mlr fit |> pluck("fit") |> summary()
##
## Call:
## stats::lm(formula = sales ~ ., data = data)
##
## Residuals:
##
       Min
                 10 Median
                                   3Q
                                          Max
## -8.8277 -0.8908
                     0.2418
                             1.1893
                                       2.8292
                                                              Individual produces.
##
## Coefficients:
##
                 Estimate Std. Error t value Pr(>|t|)
## (Intercept) 2.938889
                             0.311908
                                         9.422
                                                  <2e-16 ***
## TV
                 0.045765
                             0.001395
                                        32.809
                                                  <2e-16 ***
## radio
                 0.188530
                             0.008611
                                        21.893
                                                  <2e-16 ***
                -0.001037
                             0.005871
                                        -0.177
                                                    0.86
## newspaper
## ___
                    0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
## Signif. codes:
##
## Residual standard error: 1.686 on 196 degrees of freedom
## Multiple R-squared: (0.8972) Adjusted R-squared:
                                                          0.8956
## F-statistic: 570.3 on 3 and 196 DF, p-value: < 2.2e-16
     F-test
     H_0; \ \beta_1 = \beta_2 = \dots = \beta_p = 0
     H_a: \beta_j \neq 0 \quad j = 1_{j-1}p
```

```
# model without newspaper
        lm_spec |> fit(sales ~ TV + radio, data = ads) |>
          pluck("fit") |> summary()
        ##
        ## Call:
        ## stats::lm(formula = sales ~ TV + radio, data = data)
        ##
        ## Residuals:
        ##
                Min
                           10 Median
                                              30
                                                      Max
        ## -8.7977 -0.8752 0.2422 1.1708 2.8328
        ##
        ## Coefficients:
        ##
                          Estimate Std. Error t value Pr(>|t|)
        ## (Intercept) 2.92110 0.29449 9.919
                                                            <2e-16 ***
        ## TV
                           0.04575
                                        0.00139 32.909
                                                             <2e-16 ***
        ## radio
                           0.18799
                                        0.00804 23.382
                                                             <2e-16 ***
        ## ___
                              0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
        ## Signif. codes:
        ##
        ## Residual standard error: 1.681 on 197 degrees of freedom
        ## Multiple R-squared: (0.8972) Adjusted R-squared: 0.8962
        ## F-statistic: 859.6 on 2 and 197 DF, p-value: < 2.2e-16
                                              It may also be useful to plot residuals to get a sense of the model fit.
                                       e:= y: - ŷ:
          geom_point(aes(mlr_fit$fit$fitted.values, mlr_fit$fit$residuals))
        ggplot() +
                                            ŷ
                                                                        Ci
       mlr_fit$fit$residuals
          -9
                    5
                                     10
                                                      15
                                                                       20
                                                                                         25
                                           mlr_fit$fit$fitted.values
                                                                          pattern in residuals:
maybe model assumptions
not met
(systematic relationship it
errors => missing covariate?)
                                                   ĥí
Want:
random neise around O, no pattern
- not centered at zero (missing counietr?)
Wart:
   hon constant variance

inter Lo fransform of (sart or log)
```

3 Other Considerations

3.1 Categorical Predictors

So far we have assumed all variables in our linear model are quantitiative.

What to do when Xi coregonial?

For example, consider building a model to predict highway gas mileage from the \mathtt{mpg} data set.

head(mpg)

## # A tibble: 6 × 11								
## manufacture	r model	displ	year	cyl	trans	drv	cty	hwy
fl class								
## <chr></chr>	<chr></chr>	<dbl></dbl>	<int></int>	<int></int>	<chr></chr>	<chr></chr>	<int></int>	<int></int>
<chr> <chr></chr></chr>								
## 1 audi	a4	1.8	1999	4	auto(15)	f	18	29
p compa								
## 2 audi	a4	1.8	1999	4	<pre>manual(m5)</pre>	f	21	29
p compa								
## 3 audi	a4	2	2008	4	<pre>manual(m6)</pre>	f	20	31
p compa								
## 4 audi	a4	2	2008	4	auto(av)	f	21	30
p compa								
## 5 audi	a4	2.8	1999	6	auto(15)	f	16	26
p compa								
## 6 audi	a4	2.8	1999	6	<pre>manual(m5)</pre>	f	18	26
p compa								

library(GGally)

```
mpg \$>\$

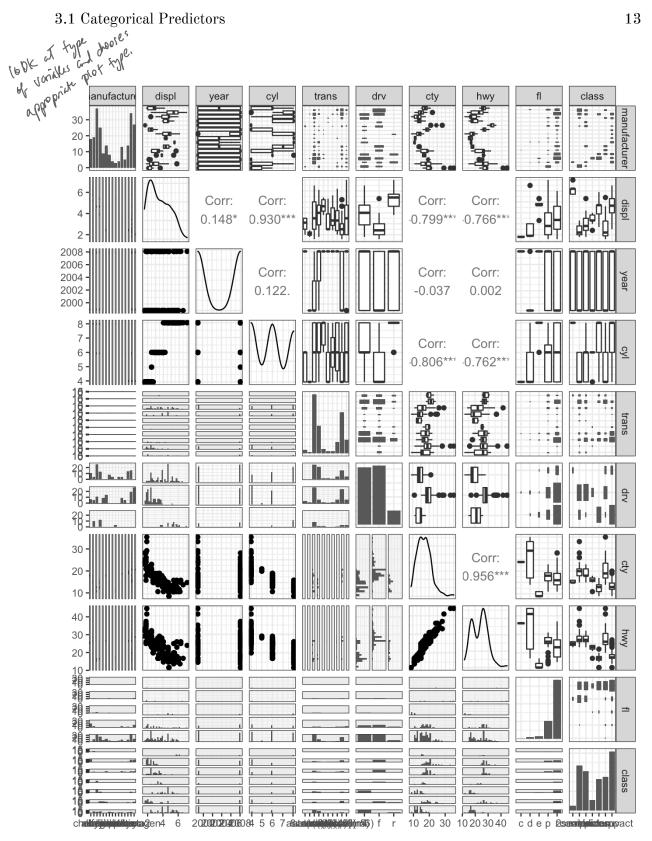
select(-model) \$>\$ # too many models

ggpairs() # plot matrix

1

make \frac{p(p-1)}{2} plots the look of each pair

of variables
```



To incorporate these categorical variables into the model, we will need to introduce k - 1 dummy variables, where k = the number of levels in the variable, for each qualitative variable.

```
\begin{aligned} \begin{array}{l} \hline \text{variable.} \\ \hline \text{For example, for drv, we have 3 levels: 4, f, and r.} & |c=3 \\ & \chi_{i_1} = \begin{cases} 1 & \text{if if car is FUD} \\ 0 & \text{otherwise.} \end{cases} \\ \hline \chi_{i_2} = \begin{cases} 1 & \text{if if car is RUD} \\ 0 & \text{otherwise.} \end{cases} \\ \hline \chi_{i_2} = \begin{cases} 1 & \text{if if car is RUD} \\ 0 & \text{otherwise.} \end{cases} \\ \hline \chi_{i_2} = \begin{cases} 1 & \text{if if car is RUD} \\ 0 & \text{otherwise.} \end{cases} \\ \hline \chi_{i_2} = \begin{cases} \beta_0 + \beta_1 + \xi_i \\ \beta_0 + \beta_1 + \xi_i \end{cases} \\ \hline \chi_{i_1} + \beta_2 \chi_{i_2} + \xi_i = \begin{cases} \beta_0 + \beta_1 + \xi_i \\ \beta_0 + \beta_2 + \xi_i \end{cases} \\ \hline \chi_{i_1} = \beta_0 + \beta_1 \chi_{i_1} + \beta_2 \chi_{i_2} + \xi_i = \begin{cases} \beta_0 + \beta_1 + \xi_i \\ \beta_0 + \xi_i \end{cases} \\ \hline \chi_{i_2} = \xi_i \end{cases} \\ \hline \chi_{i_1} = \beta_0 + \beta_1 \chi_{i_1} + \beta_2 \chi_{i_2} + \xi_i = \begin{cases} \beta_0 + \beta_1 + \xi_i \\ \beta_0 + \xi_i \end{cases} \\ \hline \chi_{i_2} = \xi_i \end{cases} \\ \hline \chi_{i_1} = \xi_i \end{cases} \\ \hline \chi_{i_2} = \xi_i \end{cases} \\ \hline \chi_{i_1} = \xi_i \end{pmatrix} \\ \hline \chi_{i_2} = \xi_i \end{cases} \\ \hline \chi_{i_2} = \xi_i \\ \hline \chi_{i_1} = \xi_i \end{pmatrix} \\ \hline \chi_{i_2} = \xi_i \\ \hline \chi_{i_1} = \xi_i \\ \hline \chi_{i_2} = \xi_i \\ \hline \chi_{i_2} = \xi_i \\ \hline \chi_{i_1} = \xi_i \\ \hline \chi_{i_2} = \xi_i \\ \hline \chi_{i_2} = \xi_i \\ \hline \chi_{i_1} = \xi_i \\ \hline \chi_{i_2} = \xi_i \\ \hline \chi_{i_1} = \xi_i \\ \hline \chi_{i_2} = \xi_i \\ \hline \chi_{i_2} = \xi_i \\ \hline \chi_{i_2} = \xi_i \\ \hline \chi_{i_1} = \xi_i \\ \hline \chi_{i_2} = \xi_i \\ \hline \chi_{i_1} = \xi_i \\ \hline \chi_{i_2} = \xi_i \\ \hline \chi_{i_2}
           \begin{array}{c|c} lm\_spec \mid > & \chi_{i} & \chi_{i} & \chi_{i} \\ fit(hwy' \sim displ + cty + dry, data = mpg) \mid > \\ & \neg luck("fit") \mid > & compoied. \end{array} 
                     summary()
           ##
           ## Call:
           ## stats::lm(formula = hwy ~ displ + cty + drv, data = data)
           ##
           ## Residuals:
           ##
                                              Min
                                                                                            1Q Median
                                                                                                                                                                             3Q
                                                                                                                                                                                                                Max
           ## -4.6499 -0.8764 -0.3001 0.9288 4.8632
           ##
           ## Coefficients:
           ##
                                                                                     Estimate Std. Error t value Pr(>|t|)
           ## (Intercept) 3.42413 1.09313 3.132 0.00196 **
                                                                                 -0.20803 0.14439 -1.441 0.15100
           ## displ
           ## cty
                                                                                       1.15717 0.04213 27.466 < 2e-16 ***
                                                                                    2.15785 0.27348 7.890 1.23e-13 ***
           ## drvf]
           ## drv[r]
                                                                                    2.35970 0.37013 6.375 9.95e-10 ***
           ## ___
           ## Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
           ##
           ## Residual standard error: 1.49 on 229 degrees of freedom
           ## Multiple R-squared: 0.9384, Adjusted R-squared: 0.9374
           ## F-statistic: 872.7 on 4 and 229 DF, p-value: < 2.2e-16
```

3.2 Extensions of the Model

The standard regression model provides interpretable results and works well in many problems. However it makes some very strong assumptions that may not always be

Additive Assumption

The additive assumption assumes that the effect of each predictor on the response is not affected by the value of the other predictors. What if we think the effect should depend on the value of another predictor?

```
interaction term.
  lm spec >
    fit(sales ~ TV + radio + TV*radio) data = ads) |>
    pluck("fit") |>
                                  Y = \beta_0 + \beta_1 \chi_1 + \beta_2 \chi_2 + \beta_3 \chi_1 \chi_2 + \varepsilon
    summary()
                                   = \beta_0 + \left(\beta_1 + \beta_3 \chi_2\right) \chi_1 + \beta_2 \chi_2 + \varepsilon

charges u/ value of \chi_2
  ##
  ## Call:
  ## stats::lm(formula = sales ~ TV + radio + TV * radio, data = data)
  ##
  ## Residuals:
  ##
          Min
                     10 Median
                                         3Q
                                                 Max
  ## -6.3366 -0.4028 0.1831
                                   0.5948
                                             1.5246
  ##
  ## Coefficients:
  ##
                     Estimate Std. Error t value Pr(>|t|)
  ## (Intercept) 6.750e+00 2.479e-01 27.233 <2e-16 ***
  ## TV
                   1.910e-02 1.504e-03 12.699
                                                         <2e-16 ***
p, ## radio
                                                         0.0014 **
                    2.886e-02 8.905e-03
                                             3.241
  ## TV:radio
                    1.086e-03 5.242e-05 20.727
                                                         <2e-16 ***
  ## ---
  ## Signif. codes:
                         0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
  ##
  ## Residual standard error: 0.9435 on 196 degrees of freedom
  ## Multiple R-squared: (0.9678) Adjusted R-squared: 0.9673
  ## F-statistic: 1963 on 3 and 196 DF, p-value: < 2.2e-16
                                       p2 = . 89 vithout 
instruction, big instease => mayle good iden.
```

If we add intraction terms be sure the keep original variables, otherwise very confusing to interpret results.

An increase of \$1,000 in radio advertising will be associated u/ an average inscles of (p_2 + \$3xTV) × 1000 = 29 + 1.1 × TV

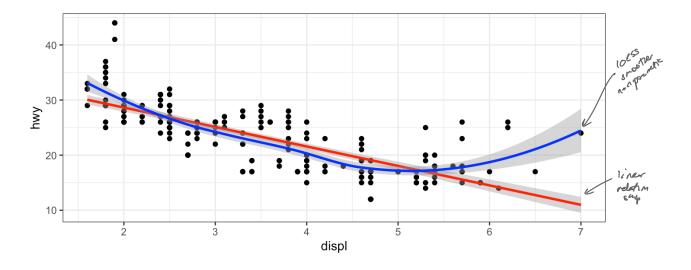
Alternatively:

```
rec_spec_interact <- recipe(sales ~ TV + radio, data = ads) |>
adal
Intraction
Sigo.
       step_interact(~ TV:radio)
     lm_wf_interact <- workflow() |>
       add_model(lm_spec) >
       add_recipe(rec_spec_interact)
     lm_wf_interact |> fit(ads)
     ## == Workflow [trained]
     ## Preprocessor: Recipe
     ## Model: linear_reg()
     ##
     ## -- Preprocessor
     ## 1 Recipe Step
     ##
     ## • step_interact()
     ##
     ## -- Model
     ##
     ## Call:
     ## stats::lm(formula = ..y ~ ., data = data)
     ##
     ## Coefficients:
                              TV
     ## (Intercept)
                                         radio
                                                 TV x radio
     ##
           6.750220 0.019101 0.028860
                                                   0.001086
```

Linearity Assumption

The linear regression model assumes a linear relationship between response and predictors. In some cases, the true relationship may be non-linear.

```
ggplot(data = mpg, aes(displ, hwy)) +
geom_point() +
geom_smooth(method = "lm", colour = "red") +
geom_smooth(method = "loess", colour = "blue")
```



How to include nonlinear forms in model?

```
o identity fundum''
         lm spec |>
         → fit(hwy ~ displ + I(displ^2), data = mpg) |>
           pluck("fit") |> summary()
         ##
         ## Call:
         ## stats::lm(formula = hwy ~ displ + I(displ^2), data = data)
         ##
         ## Residuals:
         ##
               Min
                          1Q Median
                                            30
                                                    Max
         ## -6.6258 -2.1700 -0.7099 2.1768 13.1449
         ##
         ## Coefficients:
                        Estimate Std. Error t value Pr(>|t|)
         ##
         ## ___
         ## Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
         ##
         ## Residual standard error: 3.423 on 231 degrees of freedom
         ## Multiple R-squared: 0.6725, Adjusted R-squared: 0.6696
## F-statistic: 237.1 on 2 and 231 DF, p-value: < 2.2e-16 model explains
Be coreful adding higher lad polynomial powers -> will lead to overfitting <sup>2</sup> very buil for of voidshift
3.3 Potential Problems
```

- 2. Correlation of error terms
- 3. Non-constant variance of error terms
- 4. Outliers

^{1.} Non-linearity of response-predictor relationships

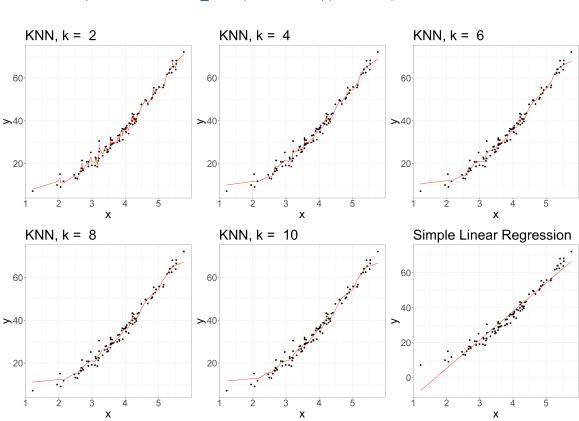
4 K-Nearest Neighbors

In Ch. 2 we discuss the differences between *parametric* and *nonparametric* methods. Linear regression is a parametric method because it assumes a linear functional form for f(X).

A simple and well-known non-parametric method for regression is called *K*-nearest neighbors regression (KNN regression).

Given a value for K and a prediction point x_0 , KNN regression first identifies the K training observations that are closest to x_0 (\mathcal{N}_0). It then estimates $f(x_0)$ using the average of all the training responses in \mathcal{N}_0 ,

```
set.seed(445) #reproducibility
## generate data
x <- rnorm(100, 4, 1) # pick some x values</pre>
y < -0.5 + x + 2*x^2 + rnorm(100, 0, 2) # true relationship
df <- data.frame(x = x, y = y) # data frame of training data
for (k in seq(2, 10, by = 2)) {
  nearest neighbor(mode = "regression", neighbors = k) |>
    fit(y \sim x, data = df) |>
    augment(new data = df) |>
    ggplot() +
    geom point(aes(x, y)) +
    geom_line(aes(x, .pred), colour = "red") +
    ggtitle(paste("KNN, k = ", k)) +
    theme(text = element text(size = 30)) -> p
 print(p)
}
lm spec |>
  fit(y \sim x, df) |>
  augment(new_data = df) |>
  ggplot() +
    geom point(aes(x, y)) +
    geom line(aes(x, .pred), colour = "red") +
```



ggtitle("Simple Linear Regression") +
theme(text = element_text(size = 30)) # slr plot